Preliminary Program and Conference Registration

# 16<sup>th</sup> National Conference on Chronic Disease Prevention and Control

February 27-March 1, 2002

Sheraton Atlanta Hotel Atlanta, Georgia



16th National Conference on Chronic Disease Prevention and Control







## 16<sup>th</sup> National Conference on Chronic Disease Prevention and Control

#### Cultivating Healthier Communities Through Research, Policy, and Practice

Join us in Atlanta, Georgia, for the 16<sup>th</sup> National Conference on Chronic Disease Prevention and Control, "Cultivating Healthier Communities Through Research, Policy, and Practice." The conference is sponsored by the Centers for Disease Control and Prevention (CDC), the Association of State and Territorial Chronic Disease Program Directors (Chronic Disease Directors—CDD), and the Prevention Research Centers (PRC) Program. The conference will be held at the Sheraton Atlanta Hotel, February 27–March 1, 2002. Nearly 1,000 health professionals and others are expected to attend. The conference is large enough to address a broad range of interests, yet small enough to enable participants to meet the speakers and network with other participants.

#### **Conference Goals**

- Promote knowledge and awareness of successful, cost-effective approaches to reduce the burden of chronic diseases.
- Share cutting-edge research and research methods in chronic disease prevention and control.
- Promote the development of new skills in critical chronic disease areas.
- Improve cultural competence and the ability to work with diverse populations.
- Promote the application of proven prevention strategies from research and identified best practices.
- Develop new working relationships among federal, state, and local health departments, voluntary health agencies, and professional organizations.
- Build and strengthen coalitions and partnerships for the prevention and control of chronic diseases.

#### **Conference Objectives**

By the end of the conference participants will be able to:

- ◆ Identify at least two new potential chronic disease prevention partners whom they have learned about at the conference.
- Describe two cost-effective, integrated approaches to reduce the health and economic burden of chronic disease.
- Apply one skill to a priority chronic disease area.
- ◆ Identify two strategies for improving cultural competence in their organization or chronic disease prevention programs.

#### Who Should Attend

- Physicians, nurses, dentists, nutritionists, dietitians, health educators, epidemiologists, statisticians, behavioral scientists, health communications specialists, evaluation specialists, health economists.
- Public health and education professionals in government at the local, state, and federal level.
- Academic and research staff and students from educational institutions.
- Managers, directors, and executives from voluntary and health professional associations.
- Representatives from managed care organizations.
- Representatives from special interest groups, business, and industry.
- ♦ International health professionals, managers, and researchers involved in chronic disease prevention and control.

#### **CONFERENCE HIGHLIGHTS**

The theme, "Cultivating Healthier Communities Through Research, Policy, and Practice" captures the opportunities and challenges we face at the beginning of the 21<sup>st</sup> century in chronic disease prevention and control. The subthemes below, which have served as a framework for conference planning, are touchstones for effective public health action now and in the future.

- Creating policy and environmental change.
- Eliminating health disparities.
- Promoting healthy behaviors and quality of life at every age.
- Implementing social marketing and communication campaigns.
- ◆ Advocating for chronic disease prevention and control.
- Fostering creative partnerships.
- Addressing emerging issues in chronic disease.
- Building upon research findings and methods.

#### **Plenary Highlights**

"Cultivating the Future of Prevention," the opening plenary, will be addressed by invitee C. Everett Koop, former Surgeon General and current Senior Scholar at the C. Everett Koop Institute at Dartmouth.

This year's Fries Prize winner, Nobel laureate Baruch S. Blumberg, MD, PhD, who discovered the hepatitis B virus in the late 1960s and invented the vaccine against it in the 1970s, will provide the second plenary addressing how research translated into practice has promoted healthier communities. Worldwide vaccination for hepatitis B will save millions from liver cancer and chronic liver disease.

The third plenary will focus on public health across the life span. Josefina Carbonell, Health and Human Services Assistant Secretary for Aging, will discuss healthy aging. Assistant Secretary Carbonell founded a small senior meal site that she transformed into the largest Hispanic geriatric health and human services organization in the nation, which now operates 21 different sites serving more than 55,000 seniors with the aid of over 500 volunteers.

Michael Resnick, Professor of Pediatrics and Public Health, and Director of the National Teen Pregnancy Prevention Research Center, University of Minnesota, will present new research related to school and community roles for promoting protective factors in the lives of adolescents, including a discussion of the dual strategy of risk reduction as well as promotion of protection to maximize the well-being of young people.

#### A Sampling of Presentations, Posters, Workshops, Roundtables, and Skills Training Sessions

- ◆ Best Practices in Public Health
- ◆ Creative Partnering—Planting the Seeds
- ◆ Harvesting the Rewards of Partnerships
- ◆ How State Health Departments Are Promoting Physical Activity Among Young People
- Osteoporosis Screening: A Public Health Perspective
- Diabetes and Women's Health Across the Life Stages
- ♦ Health Care Ethics

- ◆ Determining Economic Returns to Disease Prevention and Control
- ◆ Using Law as a Chronic Disease Intervention
- ◆ Complementary and Alternative Medicine: Implications for Public Health
- ◆ Leadership and Systems Change
- Measuring the Impact of Community-Based Research
- Eliminating Health Disparities in Chronic Disease (Five sessions with speakers representing African Americans, Asian Americans, Hispanics, and Native Americans)

#### **Selected Speaker Highlights**

- Darwin Labarthe: National Action Plan for Cardiovascular Health.
- Deborah Gold, Lesley Green, and Kimberly Horn: Promoting Quality of Life Across the Life Span.
- Sally Davis, Lynda Anderson, Everett Rogers, and Lucy Savitz: *Utilization of Research in Public Health.*
- ◆ Margaret Casey, Ken LaBreshe, and Tom Pearson: Application of New Cholesterol Guidelines.
- ◆ Laurie Anderson and Leonardo Stroud: *Guide to Community Preventive Services*.

#### **Other Conference Highlights**

- ◆ The Fries Prize for Improving Health.
- Four conference awards that recognize the following achievements:
  - Excellence in Prevention Research and Research Translation.
  - Achievement in Eliminating Disparities in Chronic Disease.
  - Excellence in the Application of Surveillance Data in Chronic Disease Prevention and Control.
  - Excellence in Reporting on Chronic Disease Prevention Issues.
- Healthy meeting activities.
- ◆ An expanded exhibits area.
- ♦ Abundant opportunities to earn continuing education credits.
- ♦ More than 200 research and programmatic sessions, posters, and skill training sessions.
- Full agenda of computer sessions.
  - Using CDCynergy to Develop a Social Marketing Campaign.
  - Web-Based Resources for Evidence-Based Public Health.
  - Chronic Disease Prevention Databases on the Web.
  - Data Warehouse on Trends in Health and Aging.
  - Kids Walk to School: Interactive Web-Based Train-the-Trainer.
  - State and Community Use of BRFSS HRQOL Data for Planning and Evaluation.

Hope to See You in Atlanta, Georgia!

#### **CONFERENCE-AT-A-GLANCE**

Monday, February 25, 2002

1:00 p.m.–9:30 p.m. Ancillary Meetings

Tuesday, February 26, 2002

8:00 a.m.–6:30 p.m. Ancillary Meetings

9:00 a.m.-2:00 p.m. Association of State and Territorial Chronic Disease Program Directors (Chronic Disease

Directors—CDD) Business Meeting (Everyone is Welcome)

9:00 a.m.–5:00 p.m. Prevention Research Centers Director's Meeting (By Invitation)

2:00 p.m.–7:00 p.m. Registration Opens

Wednesday, February 27, 2002

6:30 a.m.–7:30 a.m. Healthy Meeting Activities

7:00 a.m.–7:00 p.m. Registration

7:00 a.m.–8:15 a.m. Continental Breakfast

8:30 a.m.-10:00 a.m. Opening Plenary: Cultivating Healthier Communities Through Research, Policy, and

**Practice** 

**Moderator:** 

James S. Marks, MD, MPH

Director, National Center for Chronic Disease Prevention and Health Promotion,

Centers for Disease Control and Prevention

**Welcoming Remarks:** 

Jeffrey P. Koplan, MD, MPH

Director, Centers for Disease Control and Prevention

Jean Chabut, BSN, MPH

Director, Division of Chronic Disease and Injury Control, Michigan Department of

Health

Michael Lebowitz. PhD

Director, Arizona Prevention Research Center, Chair, Prevention Research Centers

Program Steering Committee

**Plenary Presentation: The Future of Prevention** 

C. Everett Koop, MD, ScD (Invited)

Former United States Surgeon General

10:00 a.m.-11:00 a.m. Break and Refreshments

11:00 a.m.–12 noon Award Presentation: The Fries Prize for Improving Health

MODERATOR: Jeffrey P. Koplan, MD, MPH

Director, Centers for Disease Control and Prevention

PRESENTER: Kenneth E. Fries, Esquire

Member of the Board of Directors, HealthTrac Foundation and

Fellow, International Law Institute

RECIPIENT: Baruch S. Blumberg, MD, PhD

Associate Director of Clinical Research for Chase Cancer Center,

Philadelphia, Pennsylvania Director, NASA Astrobiology Institute

12 noon–1:30 p.m. Lunch on Your Own/Networking

#### **CONFERENCE-AT-A-GLANCE**

1:30 p.m.–3:00 p.m. Presentations, Workshops, and Skills Training

National Action Plan for Cardiovascular Health

CDCynergy

Orientation to CDC's NCCDPHP, the CDD, and the PRC
 Planting the Seeds: Cultivating Effective Partnerships (Part I)

■ Eliminating Health Disparities in Chronic Disease Prevention and Control

Cultivating Connections in the Lives of Youth

■ Promoting Quality of Life Across the Lifespan: Focus on Research

Health Care Ethics

3:00 p.m.–3:15 p.m. Break and Refreshments

3:15 p.m.–4:45 p.m. Presentations, Workshops, and Skills Training

Harvesting the Rewards of Partnerships

■ Best Practices in Public Health

Physical Activity and Aging: Emerging Issues and Model Programs

Promoting Quality of Life Across the Lifespan: Focus on Policy and Practice

■ The Ethnicity, Needs, and Decisions of Women (ENDOW)

Utilization of Research in Public Health

Enhancing Capacity for African American Communities and Organizations

■ Web Resources for Evidence-Based Public Health

5:00 p.m.–6:30 p.m. Late Breaker Sessions

CDCynergy

■ Diabetes and Women's Health Across the Life Stages: A Public Health Perspective

Osteoporosis Screening: A Public Health Perspective

Practical Measures of Protective Social Factors and Social Capital in Racial and Ethnic

Communities

7:00 p.m.–9:00 p.m. Reception and Posters

#### Thursday, February 28, 2002

6:30 a.m.–7:30 a.m. Healthy Meeting Activities

7:00 a.m.-7:00 p.m. Registration

7:00 a.m.–8:15 a.m. Continental Breakfast

8:30 a.m.–10:00 a.m. Presentations, Workshops, and Skills Training

Aging-Related Needs Assessment of State Health Departments

Sociocultural Environment Review of the Guide to Community Preventive Services

Genetics in Chronic Disease

Chronic Disease Prevention Databases on the Web

Strategies for Increasing Nutritious Beverage Consumption Among Young People

Successful Scientific Writing

Data Warehouse on Trends in Health and Aging

Washington Update

10:00 a.m.-10:30 a.m. Break and Refreshments

10:30 a.m.–12 noon Conference Awards

Plenary Presentation: Public Health Across the Life Span

Josefina Carbonell

Assistant Secretary for Aging, Department of Health and Human Services

Michael Resnick, PhD

Professor of Pediatrics and Public Health, and Director of the National Teen

Pregnancy Prevention Research Center, University of Minnesota

12:30 p.m.—1:30 p.m. Lunch on Your Own/Networking

#### **CONFERENCE-AT-A-GLANCE**

1:30 p.m.–3:00 p.m. Presentations, Workshops, and Skills Training

Using Online Census Data

Closing the Gap Between Research and Practice

Complementary and Alternative Medicine: Implications for Public Health

 Eliminating Health Disparities—The Yin and Yang of Asian American/Pacific Islander Health

Leveraging Local Dollars

Social Marketing Ethics

3:00 p.m.–3:15 p.m. Break and Refreshments

3:15 p.m.–4:45 p.m. Presentations, Workshops, Skills Training, and Roundtables

■ Eliminating Health Disparities—The Impact of Law on Hispanic/Latino Health

■ KidsWalk-to-School Interactive Web-Based Train-the-Trainer Workshop

Measuring the Impact of Community-Based Research

■ Guide to Community Preventive Services

Writing for the Web

5:00 p.m.–6:30 p.m. Late Breaker Session

Media Training: Getting Comfortable with Soundbites

6:00 p.m. Ancillary Meetings

#### Friday, March 1, 2002

6:30 a.m.-7:30 a.m. Healthy Meeting Activities

7:00 a.m.-2:00 p.m. Registration

7:00 a.m.–8:15 a.m. Continental Breakfast

8:30 a.m.-10:00 a.m. Presentations, Workshops, and Skills Training

State and Community Use of BRFSS HRQOL Data for Planning and Evaluation

Advocacy 101

■ Back to School for Quality Physical Education

■ Leadership and Systems Change

Methods for Determining Economic Returns to Disease Prevention and Control Programs

Obesity Prevention Network

Social Marketing and Communications

What's the Law Got to Do With It? Using Law as a Chronic Disease Intervention

Eliminating Health Disparities: Gambling with Native American Health

10:00 a.m.–10:30 a.m. Break and Refreshments

10:30 a.m.–12 noon Plenary Speaker: To Be Announced

12 noon Closing Remarks

James S. Marks, MD, MPH, Director

National Center for Chronic Disease Prevention and Health Promotion

Centers for Disease Control and Prevention

Jean Chabut, BSN, MPH, Director

President, Association of State and Territorial Chronic Disease Program Directors (Michigan)

James M. Raczynski, PhD

Director, PRC Center for Health Promotion at University of Alabama, Birmingham,

Vice-Chair, Prevention Research Centers Program Steering Committee

1:00 p.m. – 5:00 p.m. Ancillary meetings

#### **GENERAL INFORMATION**

#### **Conference Cost**

Early Registration
(including payment, postmarked before January 31, 2002) \$180

Late or On-Site Registration \$235

Student Registration \$ 75

#### **Payment Method**

For payment of fees, ASTCDPD will accept payment by corporate agency, personal check, purchase order, VISA, or MasterCard. Payment must be included with your registration form.

Registration includes all materials, access to sessions and exhibits, continental breakfasts and breaks each day, and the Wednesday evening reception.

#### **Participant Substitutions**

Substitutions will be accepted by E-mail or fax until close of business January 31, 2002. Substitutions received by this deadline will be transferred into the name of the new participant before on-site check-in. Substitution requests after January 31, 2002, will be handled on-site.

#### **Cancellations**

Cancellations received by close of business January 31, 2002, will be refunded, minus a \$25 administrative fee. No refunds will be provided for cancellations received after January 31, 2002.

#### **Continuing Education Credits**

Continuing education credits will be offered for various professions. Credit will be given only to those who attend sessions and complete required documentation. Participants can register for continuing education credits on-site. A fee of \$50 per person will be added to the conference registration for participants who request continuing education credits.

We thank the Rollins School of Public Health of Emory University for its help in securing continuing education credits for attending professionals.

#### **Hotel Reservation Information**

The conference hotel is the Sheraton Atlanta Hotel, 165 Courtland Street, Atlanta, GA 30303.

Telephone: (404) 659-6500 Fax: (404) 524-1259

We have blocked rooms for this meeting at the following rates:

Single Occupancy: \$106.02

(includes tax)

Double Occupancy: \$125.40

(includes tax)

Reservations must be made directly with the hotel no later than January 31, 2002, to

ensure room availability and to receive the conference room rate.

To receive the conference room rate you must inform the hotel reservation staff that you are calling for the group rate for the *Chronic 2002 Conference*. All reservations must be guaranteed with a first night's deposit, which will be charged against your credit card (refundable up to 72 hours in advance of the conference date). Be sure to request a nonsmoking room if desired.

In the event of a cancellation less than 72 hours before arrival, this deposit will be forfeited. If you cancel your reservation, make sure you receive a cancellation number.

Check-in time begins at 3:00 p.m. Check-out time is 12 noon.

#### **Travel Arrangements**

TRAVEL-ON, the official travel agency for the 16<sup>th</sup> National Conference on Chronic Disease Prevention and Control, has negotiated discounted airfares for all meeting attendees with Delta Airlines.

To reserve your flight call TRAVEL-ON's toll-free number 1 (888) 495-7770 between the hours of 9 a.m. and 4 p.m. (EST) or E-mail your travel plans to patriciao@tvlon.com.

When requesting reservations or information, please refer to Meeting Code 611852/KEVRIC.

### **Ground Transportation from the Airport**

The hotel is located 15 minutes north of Hartsfield International Airport. For travel from the airport, we recommend using the Atlanta Airport Shuttle service with a current cost of \$18 round trip. You may also take advantage of Atlanta's economical rapid transit system, MARTA, only two blocks from the hotel.

#### **Conference Check-In**

The conference registration and information desk, located on the Convention Lobby Area, will be open the following hours during the week of the conference:

Tuesday, February 26, 2002 2:00 p.m. to 7:00 p.m.

Wednesday, February 27, 2002 7:00 a.m. to 7:00 p.m.

Thursday, February 28, 2002 7:00 a.m. to 7:00 p.m.

Friday, March 1, 2002 7:00 a.m. to 2:00 p.m.

#### **Exhibits**

Tour the exhibits to find the latest in educational materials, media, and computer software.

If your organization would like to exhibit at the conference, contact Elizabeth Marine at (703) 538-1798 or marine@chronicdisease.org.

#### Exhibit hours

Wednesday, February 27, 2002 10:00 a.m. to 7:00 p.m.

Thursday, February 28, 2002 8:00 a.m. to 3:30 p.m.

#### **SPECIAL ACTIVITIES**

#### **Continental Breakfasts and Breaks**

CDD will host a continental breakfast each morning from 7:00 a.m. to 8:15 a.m., as well as morning and afternoon breaks on Wednesday and Thursday, and a break on Friday morning.

#### **Reception**

Let the good times roll! A reception to welcome all conference participants will be held Wednesday, February 27, 2002, from 7:00 p.m. to 9:00 p.m. Celebrate Mardi Gras, listen to jazz musicians, and enjoy tasty fare at the food stations. This is a great opportunity to network with colleagues. Don't forget to wear your mask and beads!

#### **New Conference Awards**

Four awards recognizing meritorious achievement in chronic disease and control will be provided at the conference. The awards recognize the following achievements:

- Excellence in Prevention Research and Research Translation.
- ◆ Achievement in Eliminating Disparities in Chronic Disease.
- ◆ Excellence in the Application of Surveillance Data in Chronic Disease and Control.
- ◆ Excellence in Reporting on Chronic Disease Prevention Issues.

For information about the awards and how to nominate someone, go to the CDD Web page (or the CDC Web page [www.cdc.gov/nccdphp/conference].)

#### **HEALTHY MEETING ACTIVITIES**

The convention hotel is in the heart of Atlanta's entertainment and convention district. It has a first-class 24-hour fitness center and indoor swimming pool available to all hotel guests at no additional cost. Healthy meeting activities include walks in Centennial Olympic Park, prizes for physically active participants, and one concurrent session that encourages conference participants to experience first-hand quality physical education activities.

#### $16^{\text{TH}}$ NATIONAL CONFERENCE ON CHRONIC DISEASE PREVENTION AND CONTROL

	REGISTRATIO	ON FORM - I	
Name:	Middle Initial	Last	Degree(s)
Title:			Degree(s)
Name:	As you wish it to ap	nnear on name tag	
Organization:			
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City:			Zip:
Telephone:		Fax:	
E-mail:			
I have special needs. They are:			
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Signature:	(If registering by E-ma	ail, please fax authorization letter with	n signature)
Fees: (Check all that apply)			
<ul><li>Early registration:</li><li>Late or on-site registration:</li><li>Continuing education credit</li></ul>	\$235 (after J	e January 31) [ anuary 31) [ /	Student registration: \$ 75
Total amount enclosed		month day year	
		nation with your applic	ation for continuing education credits.
Three easy ways to register:	Fax: (703) 241- Mail: ASTCDPD Attn: Share	5603 <b>E-mail:</b> s	skelly001@aol.com
	111 Park F Falls Chur (703) 538-	ch, VA 22046-4513	
	notion of future national	chronic disease confe	option and without compensation or rences, including its use in conference ence.
Signature:			Date:
	cancellations received a	after the deadline. If y	e refunded minus a \$25 administrative ou do not cancel your registration in a substitute in your place.
Your confirmation letter will serve as	your receipt.		

	REGISTRATION FORM - II	I
Name:	Middle Initial Last	Degree(s)
Please check <b>ONE</b> box from each setting. This information will help u conference.	category that most closely descri	ibes your profession and work
Profession		
Congressional Staff	Health Administrator	Researcher
Dietitian	Health Educator	Statistician
Educator	Media/Public Relations	Student
Elected Official	Nurse	Other (specify)
Epidemiologist	Physician	
Work Setting		
Federal Health Agency	State Education Agency	Other Federal Agency
Hospital	State Health Department	Other (specify)
Local Health Department	University	
Managed Care/Primary Care	Voluntary Organization (specify	<b>(</b> )
		-
Type of Work Activity		
Administration/Management	Health Promotion and Education	on Surveillance
Community Health	Patient Care	Teaching
Consulting	Planning	Other (specify)
Evaluation	Policy	
Health Communication and Social Marketing	Research	
Will you be attending this conferer Research Center (URC)?	nce representing a Prevention Res	search Center (PRC) or Urban

DEPARTMENT OF HEALTH AND HUMAN SERVICES Centers for Disease Control and Prevention Mail Stop K–11 Atlanta, GA 30341-3717

Official Business Penalty for Private Use \$300

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#### Prevention Research Centers Program



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